



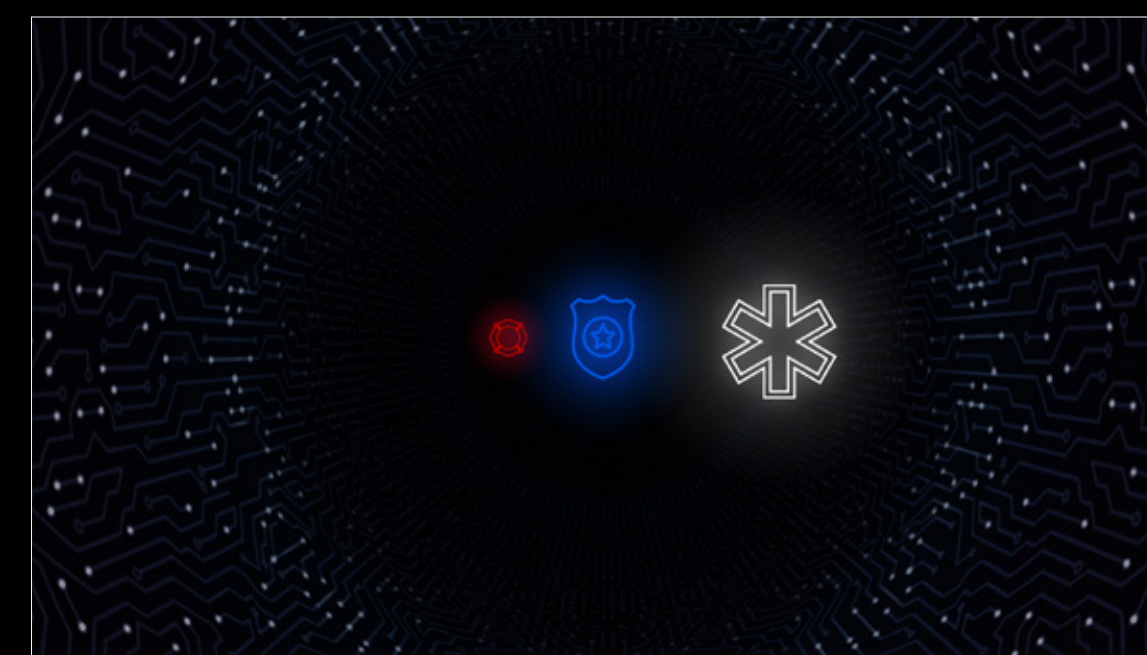
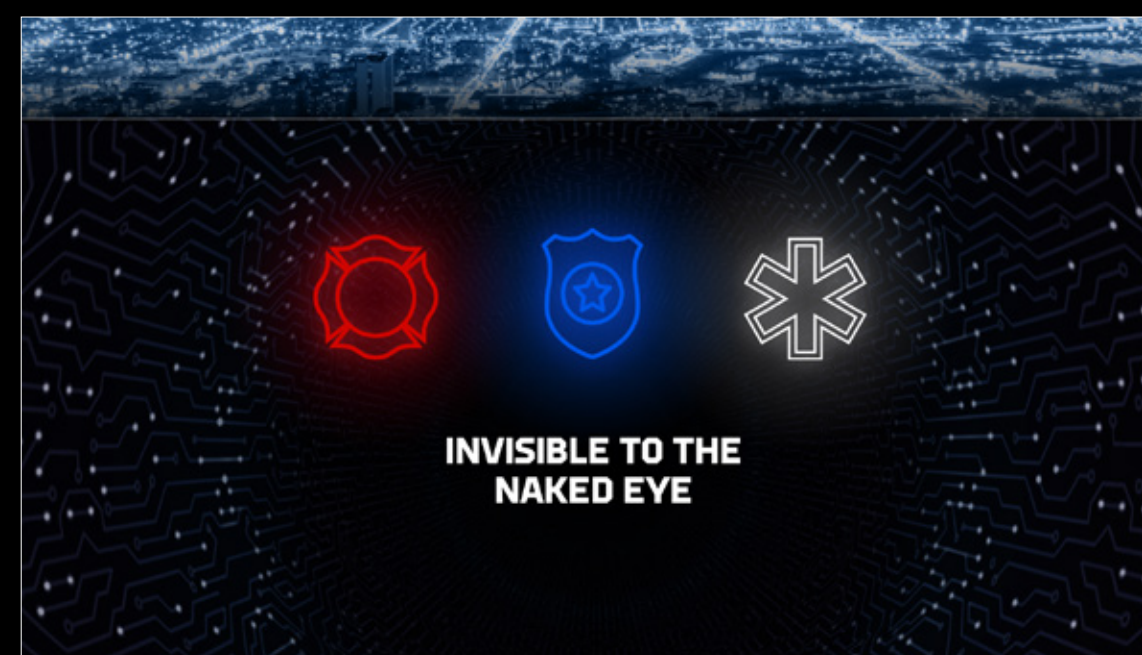
PRIORITY & PREEMPTION \ STORYBOARD \ 11.29.22

MOTION GRAPHICS & IMMERSIVE NETWORK VISUALIZATIONS

The following succession of frames demonstrate the unseen power of FirstNet's priority and preemption model by diving below the surface of a 2D motion graphics scene into an immersive 3D environment that allows us to see inside the network.

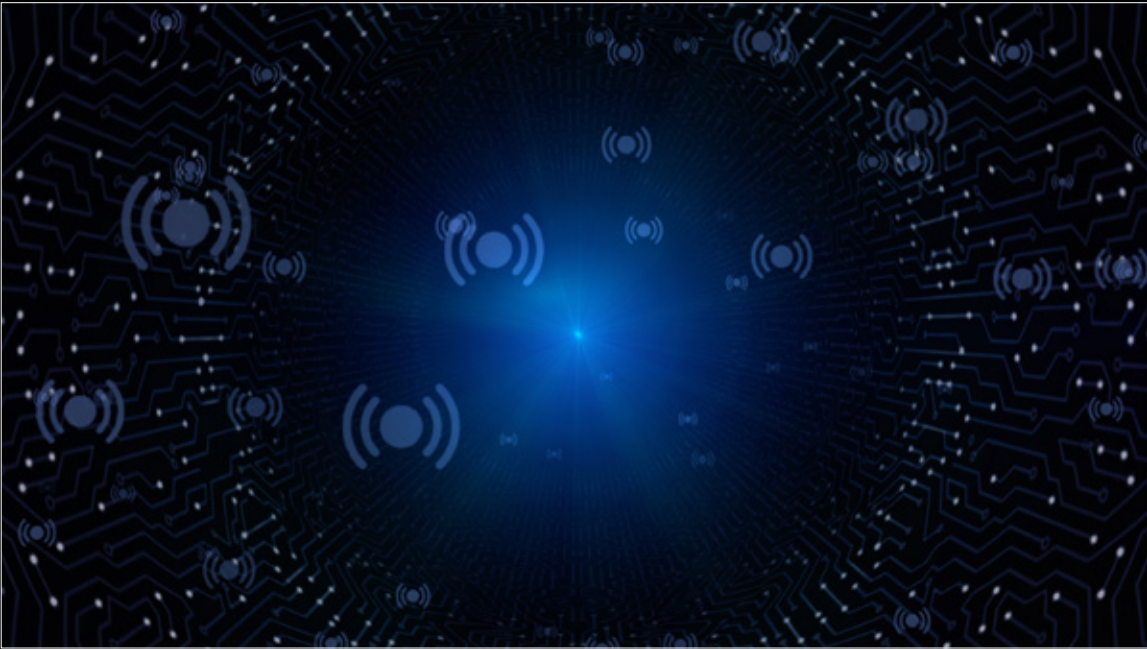
PART 1 \ Always on. Always ready.

“We’re part of a team that’s dedicated to safety – yours, your family’s, your community’s. We’re always on. Always ready. Waiting to spring into action. Whenever the need arises. Just like us ... one network stands ready for the moment when it’s called to serve. Invisible to the naked eye. But always there. Always ready.”



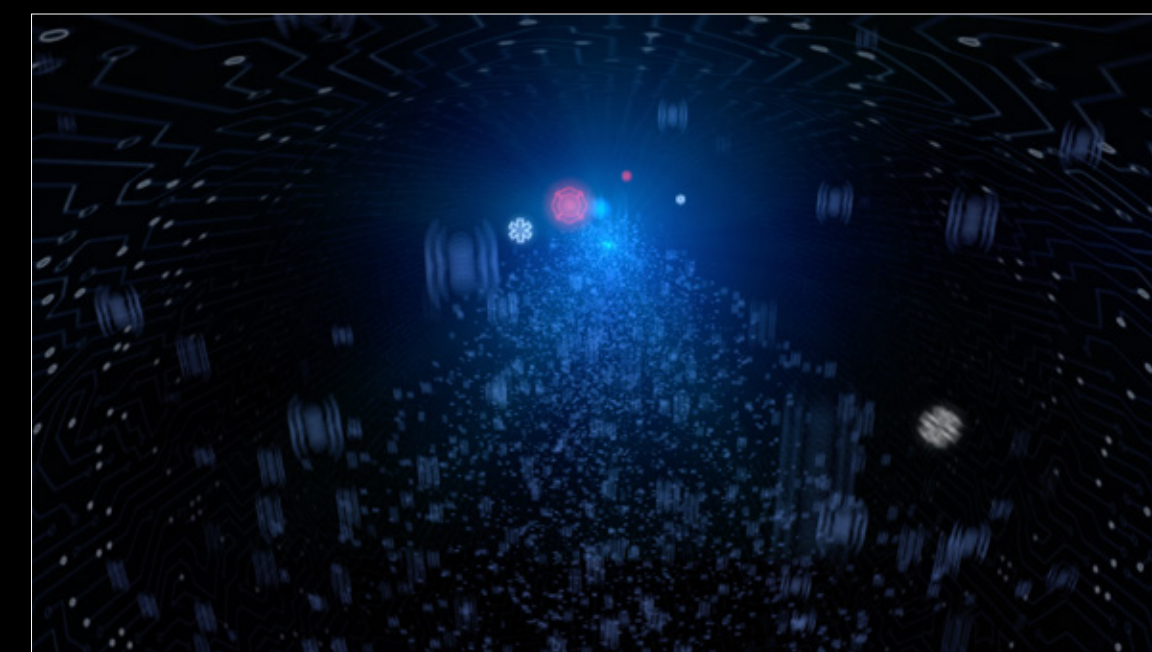
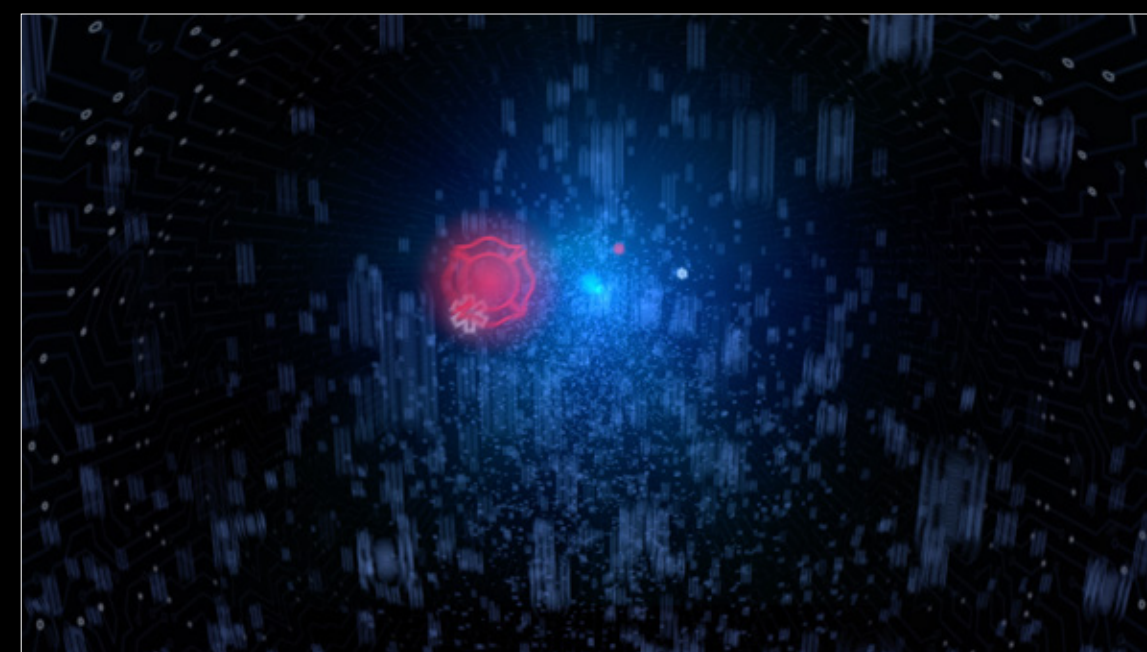
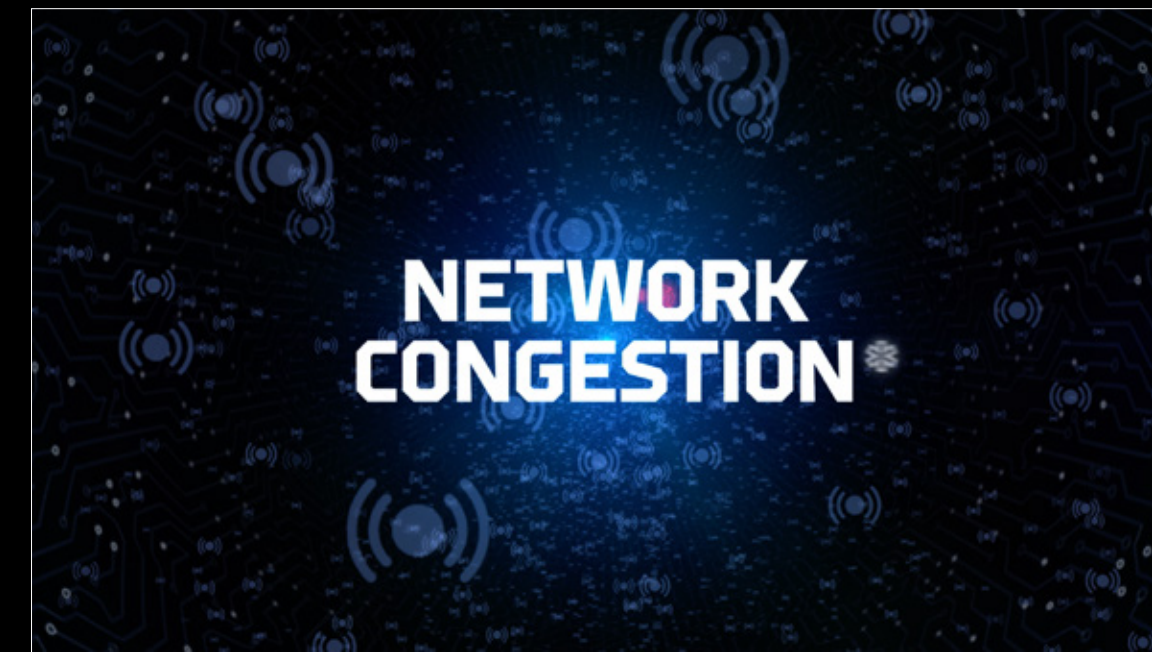
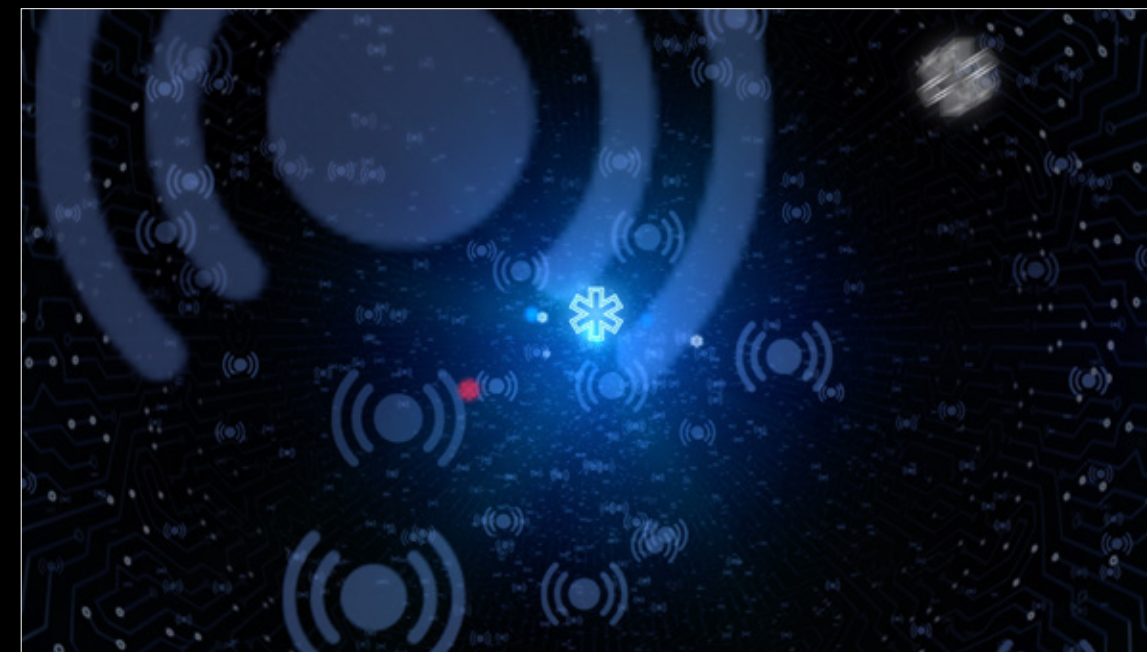
**PART 1 ** Always on. Always ready.

“Thanks to this network – FirstNet – our team can be there when you need us. Ready to communicate and coordinate. At any moment.



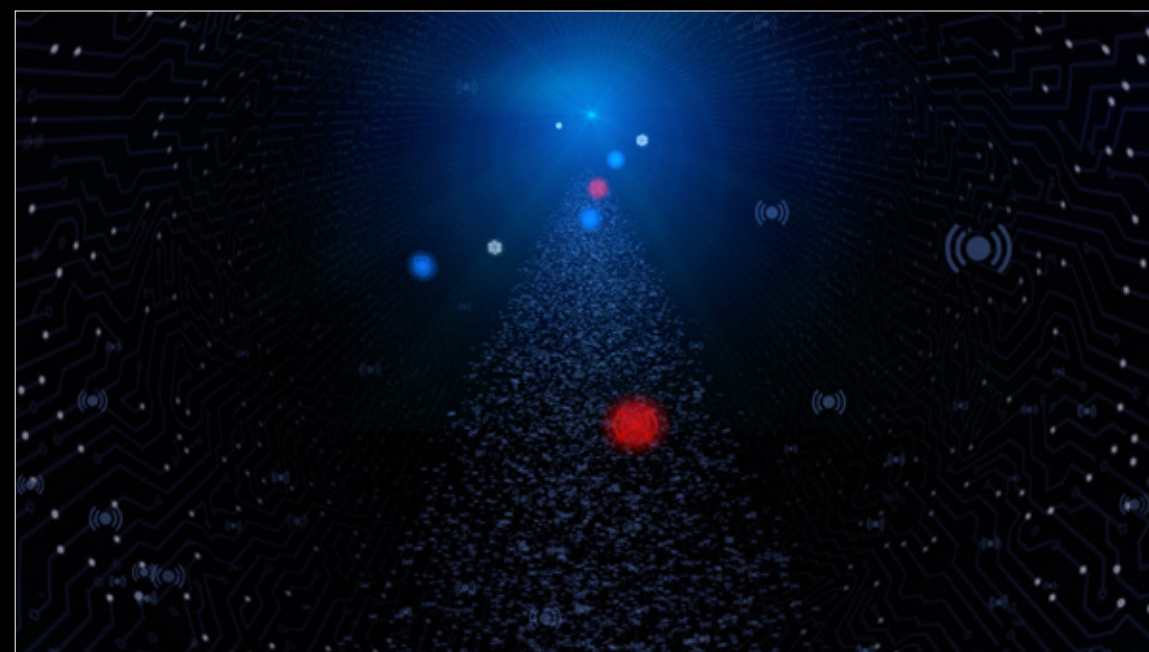
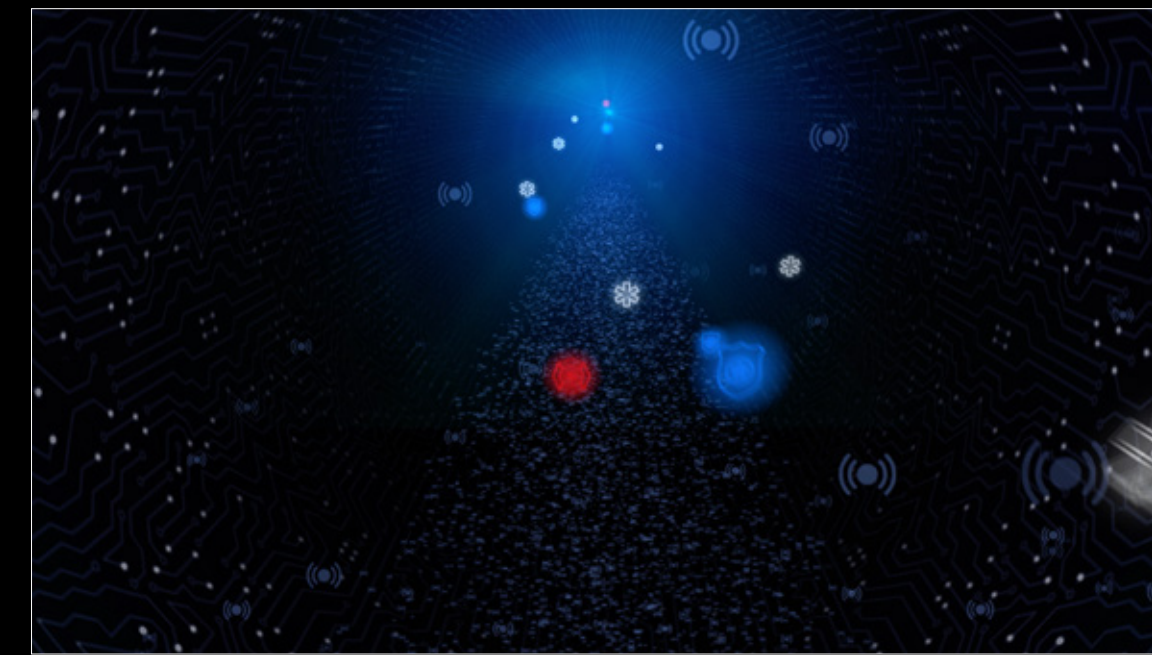
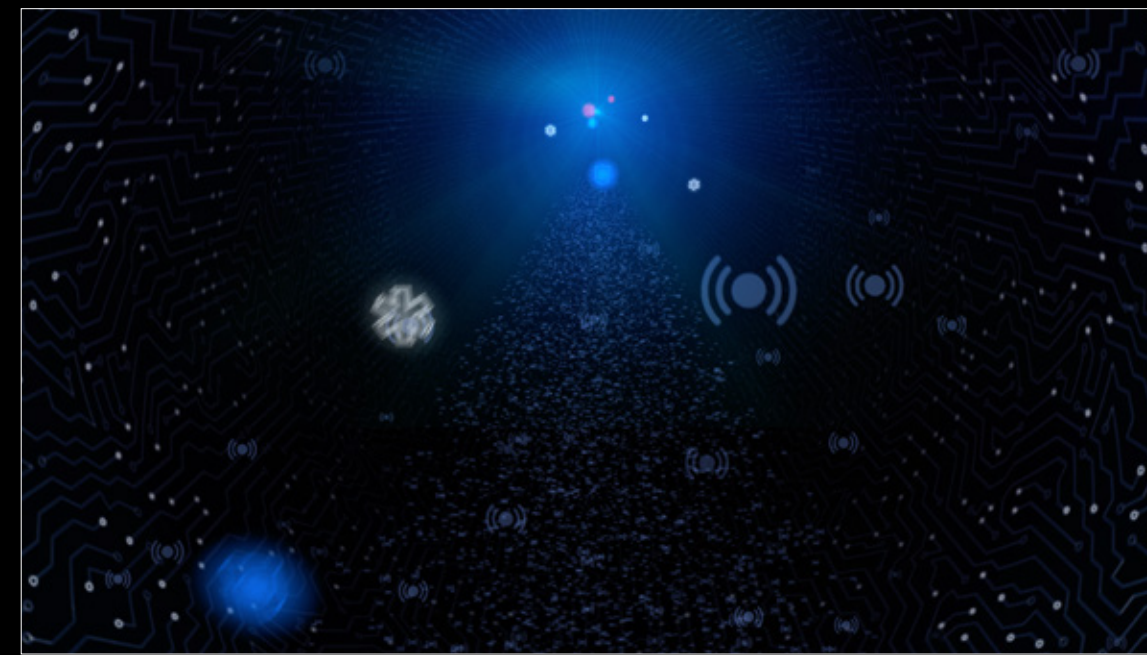
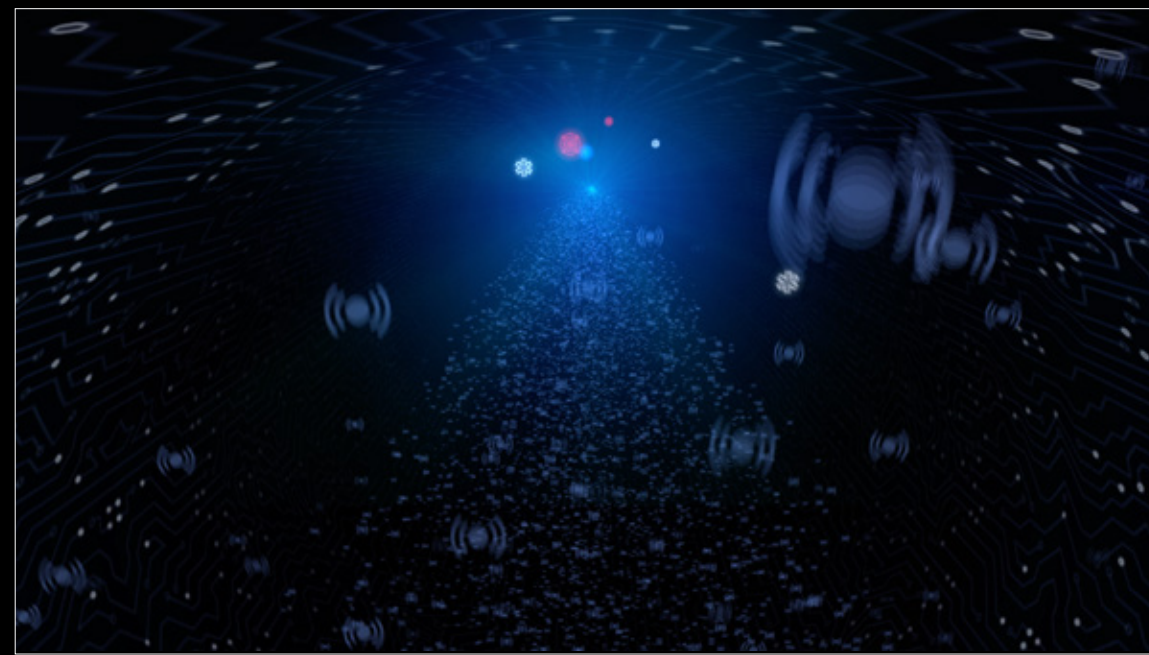
PART 2 \ Enter FirstNet Priority and Preemption Protocols.

Even in times of peak demand – like a major sporting event or huge concert – it stands ready for the unexpected. That’s because FirstNet is the only network designed with first responders for first responders ... and built with AT&T to ensure Priority & Preemption is at its core.”



PART 2 \ Enter FirstNet Priority and Preemption Protocols.

“That means: When it counts, FirstNet makes way for our essential communications to go first: Priority – sends me to the front of the line, automatically. Preemption – makes way for our critical communications, removing non-essential traffic; relentlessly clearing the deck, it makes priority a reality. Always-On – mean Priority and Preemption are guaranteed, 100% of the time.”



MOTION EXAMPLE

Part 3 \ Confidence that Comes from Always On Access.

“Taken together, always-on Priority and Preemption on FirstNet mean confidence. Confidence that comes from a network built to reliably connect America’s first responders. Always.”

